

**AN ANALYSIS SUBTITLING STRATEGY OF INTERROGATIVE
SENTENCE USED IN *THE PURSUIT OF HAPPYNESS* MOVIE**



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by

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I hereby testify that in this Research Paper, there is no plagiarism of the previous literary work which has been raised to obtain bachelor degree on a university, nor there are opinions or master pieces which have been written or published or others, except those which the writing are referred in the manuscript and mentioned in literary review and bibliography.

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Surakarta, 25 October 2017

The writer



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ABSTRAK

Penelitian ini membahas tentang strategi subtitling dari kalimat tanya dalam film *The Pursuit of Happyness*. Tujuan dari penelitian ini untuk mengklasifikasikan strategi subtitling dan mendiskripsikan kualitas subtitling yang ada pada film tersebut. Peneliti menggunakan metode deskriptif kualitatif. Sumber data dari penelitian ini adalah skrip film *The Pursuit of Happyness* yang diproduksi oleh Columbia Pictures. Hasil dari penelitian ini menunjukkan bahwa ada tujuh jenis strategy subtitling dari bentuk kalimat tanya yang ditemukan dalam film *The Pursuit of Happyness*. Dari 188 data, peneliti menemukan 77 atau 41% data termasuk strategi pentransferan, 53 atau 28% data termasuk strategi parafrase, 20 atau 11% termasuk strategi kondensasi, 13 atau 7% data termasuk strategi penghapusan, 12 atau 6% data termasuk strategi imitasi, 8 atau 4% data termasuk strategi transkripsi, 5 atau 3% data termasuk strategi penipisan. Strategi yang paling dominan adalah pentransferan dengan 77 data atau 51% dan strategi yang paling sedikit digunakan adalah strategi penghapusan dimana mendapatkan 5 data or 3% dari 100%. Yang kedua, kualitas subtitling yang baik harus memenuhi; keakuratan, keberterimaan, dan keterbacaan. Peneliti menemukan 188 data, dimana 141 atau 75% data akurat, 24 atau 24% data kurang akurat, 1 atau 1% data tidak akurat, 163 atau 87% data diterima, 25 atau 13% data kurang berterima, tidak ditemukan data yang tidak berterima. Di tingkat keterbacaan, ada 177 atau 94% data yang mempunyai keterbacaan tinggi, 11 atau 6% data termasuk keberterimaan sedang, dan tidak ditemukan data yang termasuk keberterimaan rendah.

Kata kunci :strategi subtitling, kalimat tanya, kualitas subtitling, film *The Pursuit of Happyness*.

ABSTRACT

This research studies the subtitling strategy of interrogative sentences in *The Pursuit of Happyness* movie. The objectives of the study are to classify the subtitling strategy and to describe the subtitling quality in it. The researcher uses descriptive qualitative. The data source of this research is "*The Pursuit of Happyness movie*" manuscript by Columbia Pictures production. The result of the study shows that, there are seven types of subtitling strategy of interrogative sentences that found in *The Pursuit of Happyness* movie. From 188 data of interrogative sentences, the researcher finds 77 or 41% data belongs to transfer strategy, 53 or 28% data belongs to paraphrase strategy, 20 or 11% data belongs to condensation strategy, 13 or 7% data belongs to deletion strategy, 12 or 6% data belongs to imitation strategy, 8 or 4% data belongs to transcription strategy, 5 or 3% data belongs to decimation strategy. The most dominant strategy is transfer with 77 data or 41% and the least strategy is decimation with 5 data or 3% from 100%. Secondly, the good subtitling quality should be fulfill; accuracy, acceptability and readability. There are found 188 data of interrogative sentence, 141 or 75% data to accurate, 24 or 24% data to less accurate, 1 or 1% datum to

inaccurate, 163 or 87% data to high acceptable, 25 or 13% to less acceptable, there is no data that belong to low acceptability. In readability level, there are 177 or 94% to high readability, 11 or 6% data to less readability, and there is no data that belongs to low readability.

Keywords : subtitling strategy, interrogative sentence, subtitling quality, The Pursuit of Happyness movie.

1. INTRODUCTION

Foreign language or native language has its own characteristics. Foreign language, such as English must be mastered by a lot of people around the world because English is one of International language. Mastering English is not easy thing. One way to understand the foreign language is by using translation or interpreting. According to Catford (1965:20), “translation is the replacement of textual material in one language (SL) by equivalent textual in another language (TL)”. It means that translation is the written communication which has same meaning with the source language, it is not change the meaning but only change the language.

Subtitling and dubbing is an appropriate method in translation which has been closed with human life. Subtitling is the written translation of spoken language of the television program or film that helps the viewer from another language can understand the language used of the film or movie easily. Subtitling is not only useful for those who do not understand the spoken language, but also those who hard to hear and having trouble of hearing.

In subtitle translation the content of TL (target language) should have same degree with SL (source language). It means that the subtitler must be keep the meaning easily to understand by the reader. Due to that, the subtitler can use the strategy in translation process. According to Gottlieb, the strategy of translation as follows; expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion and resignation.

In this research, the writer interested to analyzed the subtitling strategy in *The Pursuit of Happyness* movie script. *The Pursuit of Happyness* is an American biographical film made in 2006, which released by Columbia Pictures directed by Gabriele Muccino. This research focussed in the interrogative sentence which is

mostly occurs in this movie. There are three types of interrogative sentence; namely yes-no question, tag-question and WH-question (Frank, 1972:88). The following are the example of subtitling strategy of interrogative sentence:

SL : What is the fastest animal in the world ?

TL : *Apa binatang tercepat di dunia ?*

The datum above belongs to interrogative sentence where there is a word “what” as the interrogative adverb. Beside that thus sentence is ended by question mark. Then in the source language the sentence “What is the fastest animal in the world?” translated to “*Apa binatang tercepat di dunia ?*” is belongs to Transfer strategy because thus sentence is translated literally, naturally without any addition or deletion and there is no differences meaning between TL to SL.

This research supports the theory by Nababan (2012:14) in the quality of subtitling. The good quality must be fullfil: accuracy, acceptability, and also readability. The sentence which has good quality will be easily to understanding by the reader. So based on thus explanation and phenomenon above the researcher interested to analyzing subtitling strategy that focused in interrogative sentence found of the movie and carries out the study entitled *An Analysis Subtitling Strategy of Interrogative Sentence Used in The Pursuit of Happyness Movie*.

2. RESEARCH METHOD

The reseacher uses the descriptive qualitative research. This research aimed to analyze the subtitling quality of interrogative sentence and describing the subtitling quality that used in *The Pursuit of Happyness* movie. The object of this research are interrogative sentences or utterances containing in this movie. The data sources are documents English and Indonesian script of the movie. Triangulation technique is used to make the data valid. In analyzing the data, the researcher does the following techniques: (1) Comparing subtitling strategy, (2) Identiyng types of subtitling strategy, (3) Describing the quality of subtitling, (4) Describing the percentage of subtitling quality based on the interview of raters, (5) Drawing the conclusion of the data analysis.

3. RESEARCH FINDING AND DISCUSSION

After analyzing data by using Gottlieb's classification in subtitling strategy, the researcher finds seven strategies of 188 data of interrogative sentences. In this research the data also to be analyzed those subtitling quality. The distribution table of data findings can be seen as follow:

Table. 1. Data finding of Subtitling Strategy of Interrogative Sentence in “The Pursuit of Happyness” movie.

No	Subtitling Strategy	Number of Data	Percentage %
1	Transfer	77	41%
2	Paraphrase	53	28%
3	Condensation	20	11%
4	Deletion	13	7%
5	Imitation	12	6%
6	Transcription	8	4%
7	Decimation	5	3%
	Total	188	100%

Table 2. The Percentage of Accuracy level of Interrogative Sentence in The Pursuit of Happyness movie.

No	Scale	Number of data	Percentage
1	Accurate	141	75%
2	Less Accurate	46	24 %
3	Inaccurate	1	1%
	Total	188	100%

Table 3. The Percentage of Acceptability level of Interrogative Sentence in The Pursuit of Happyness movie.

No.	Scale	Number of Data	Percentage
1.	High Acceptable	163	87%
2.	Less Acceptable	25	13%
3.	Unacceptable	0	0%
	Total	188	100 %

Table 4. The Percentage of Readability level of Interrogative Sentence in The Pursuit of Happyness movie.

No.	Scale	Number of Data	Percentage
1.	High Readability	177	94%
2.	Less Readability	11	6%
3.	Low readability	0	0%
	Total	188	100%

3.1. Subtitling Strategy

There are seven types strategy found in the data based on analysis will be discuss deeply in this section. Those are as follow:

a. Transfer

Transfer refers to strategy of translating the source text completely and accurately, there is no addition or deletion on it.

009/TPOH/2006/SL009/TL009

SL : What are you gonna do about that?

TL : *Apa yang sedang kau lakukan dengan itu ?*

From the datum above, it is belong to transfer strategy because there is no addition or deletion in that phrase. The subtitler translated from the SL to TL literally. “*What are you gonna do about that?*” which was translated to “*Apa yang akan kau lakukan dengan itu?*” It has an equivalent message between TL to SL.

b. Paraphrase

Paraphrase strategy is one of subtitler’s way to translate SL into TL with his/her own language skill with same function and same meaning form. Without change the meaning and context of the language.

078/TPOH/2006/SL078/TL078

SL: Have you started learning our own?

TL: *Apa kau sudah memulai bisnismu sendiri?*

The paraphrase strategy is used by subtitler on thus interrogative sentence above, because in the source language “*Have you started learning your own?*” is translated into target language

“*Apa kau sudah memulai bisnismu sendiri?*”. It is not translated word by word or not translated literally suitable with the source language. Whereas, the meaning of the sentence is still delivered, the subtitler tried to explain and connect the meaning of the sentence with context of the movie.

c. Imitation

Imitation maintains the same forms, typically with names of people and places. It produces an identical expression in the target text. This can be applied to proper nouns or greetings.

032/TPOH/2006/SL032/TL032

SL : How do you know **Bonanza** ?

TL : *Bagaimana kau tahu **Bonanza** ?*

From the datum the writer inferred that interrogative sentence above used an Imitation strategy. Because the word “Bonanza” on the source language was a name of place, therefore the subtitler did not translate it. So, it belongs to imitation strategy.

d. Condensation

The purpose of condensation strategy is making the text brief to miss unnecessary utterance using the shorter utterance, but the message of the language was not lose.

129/TPOH/2006/SL129/TL129

SL : Where are your seats ?

TL : *Kau duduk dimana ?*

The interrogative sentence above used a condensation in subtitling strategy. It could be seen if the subtitler translated this sentence into word-to-word the sentence structure in TL “***Where are your seats ?***” should be “dimana tempat duduk anda ?” but the subtitler in here translated into “***Kau duduk dimana ?***”, even that the meaning is still same and there is no shift message from SL into TL.

e. Decimation

The purpose of decimation is making the text more briefly and shorter from the condensation form, or it is called as an extreme form of condensation strategy.

081/TPOH/2006/SL081/TL081

SL : How many in the class ?

TL : *Berapa kelas ?*

The datum above indicated that thus sentence used a condensation strategy. The source language “*how many in the class ?*” translated in to “*berapa kelas?*”, that showed that it is not translated by word-to-word, it makes a little bit confusion to the reader what the purpose of the source language, but the subtitler is still tried convey the meaning.

f. Transcription

Transcription is used in those cases where a term is unusual even in the source text, for example the use of a third language or a nonsense language.

019/TPOH/2006/SL019/TL019

SL : Had to college to be a stockbroker, huh ?

TL : *Harus kuliah jika ingin menjadi seorang pialang saham, kan ?*

The writer concluded that datum above used the transcription strategy. Because, it can be seen on the source language “*Had to college to be a stockbroker, huh ?*” translated into target language “*Harus kuliah jika ingin menjadi seorang pialang saham, kan ?*”. The word “huh” is indicated the unusual speech or nonsense language.

g. Deletion

Deletion refers to the elimination of parts of a text (or omitted expression)

020/TPOH/2006/SL020/TL020

SL : Why couldn't I **look** like that ?

TL : *Kenapa aku tidak seperti itu ?*

The datum above showed that in the source language “Why couldn’t I **look** like that?” was translated in to target language as “Kenapa aku tidak seperti itu?”. It can be seen in the source language that the word “look” was deleted. In here, the writer indicated that the subtitler used the deletion strategy. Although there was a deleted word it not changed the information to the viewers.

3.2.Subtitling Quality

In subtitling quality there are three aspects to be analyzed, such as: accuracy, acceptability, and readability.

a) Accuracy

The accuracy is to identify whether the message of translation is equal or not between source language and target language. Seen from the meaning, technical term, phrase, clause or sentence had deletion or addition or not.

(1) Accurate

The technical term, phrase, sentence and meaning from source language are translated accurately into target language, this means that there is no addition or distortion meaning.

057/TPOH/2006/SL057/TL057

SL : Do you understand what I’m saying to you ?

TL : *Apa kau mengerti apa yang aku katakan padamu ?*

Based on the sentence above, all raters gave scores 3. There is no addition, deletion or distortion on thus sentence. The source language “Do you understand what I’m saying to you ?” is translated into “*Apa kau mengerti apa yang aku katakan padamu ?*”, there is no change of the meaning on it, so the writer give 3 scores that called thus sentence is accurate.

(2) Less accurate

Majority of meaning, technical term, phrase, clause or sentence in source language translated accurately, but it occur distortion or deletion which decrease the integrity of message.

081/TPOH/2006/SL081/TL081

SL : How many in the class ?

TL : *Berapa kelas ?*

The raters gave scores 2 of the datum above, because from the sentence “how many in the class ?” is translated “*Berapa kelas*”, that showed if the subtitler eliminate some word which decrease the integrity of the message. The reader will be feeling difficult in understanding the meaning. Based on the context the sentence might be translated into “*Berapa banyak kelas ?*”. In order to, thus datum is less accurate.

(3) Inaccurate

The meaning of the word, a technical term of phrase, clause, sentence or source language inaccurately transferred into the target language or omitted.

167/TPOH/2006/SL167/TL167

SL : What's up ?

TL : *Mau kemana ?*

Based on the datum above, the raters gave scores 1. Because in the source language, the sentence “What's up?” is translated into target language becoming “*Mau kemana?*”, is not suitable with the source language. The sentence above might be translated into “*apa kabar?*” as suitable of the context of situation. There was a distortion meaning on thus subtitling, so the scores 1 is given or inaccurate.

b. Acceptability

Acceptability refers to translation that transferred based on rules, norms, and culture in target language. The acceptability is important due to the translation can be rejected by the reader or listener whether the transferring meaning contrary with the rules, norms, or culture of target language.

(1) High Acceptable

The translation was naturally. The technical term is usual and familiar with the reader. Phrase, clause, and sentence which used are suitable with the principle in target language.

063/TPOH/2006/SL063/TL063

SL : Since when do you not like macaroni and cheese ?

TL : *Sejak kapan kau tidak suka makaroni dan keju ?*

The all raters gave 3 score of the subtitle above. The translation from the source language “*Since when do you not like macaroni and cheese?*” into “*Sejak kapan kau tidak suka makaroni dan keju?*” is acceptable to the reader, because it translated naturally, and the sentence was understandable by the reader.

(2) Less Acceptable

Generally the translation was natural, but sometimes there is a little problem in technical term or grammatical false. In order that thus meaning in the target language is still readable and understandable by the readers or viewers.

070/TPOH/2006/SL070/TL070

SL : Can I have my phone call, please ?

TL : *Boleh aku pinjam telepon ?*

Based on thus sentence all the raters gave scores 2, because in the target language is translated less natural. In the TL” *Boleh aku pinjam telepon?*” is not suitable with the source language. It would be better if the sentence translate by “*Bisakah saya menelpon?*”. It seems more appropriate. So it belongs to less acceptable.

(3) Inacceptable

The translation is not natural at all, it likes artistic translation; technical term that used is unusual and unfamiliar with the reader, phrase, clause or sentence which used are not suitable with the principles in the target language. In this research, there is not found the interrogative sentence which belongs to inacceptable.

c. Readability

In the context of translation, the term readability was not only concerned on the readability of the target language but also in the source language or both language.

(1) High Readability

The word, technical term, phrase, clause, and sentence or translation text is easy to understand by the reader. The examples of high readability are following:

014/TPOH/2006/SL014/TL014

SL : Did you pay the taxes ?

TL : *Apa kau sudah membayar pajak ?*

All the raters gave scores 3 on thus translation. The target language above belongs to high readability. It can be seen that the word, phrase, clause, and sentence are easy to understand by the reader. There is no addition or deletion on it. So it belong to high readability.

(2) Less Readability

Generally, the translation is understandable for the reader, but in the particular side must be read more than once to understand the meaning of translation.

139/TPOH/2006/SL139/TL139

SL : Should I go ?

TL : *Bolehkah aku meluncur ?*

From the datum above, there is no problem with the translation of the target language. But, in the target language is not appropriate translation from the source language. “*Bolehkah aku meluncur*” has a little bit confusion by the reader because thus did not match with the translation of source language. The reader feel thus belongs to less readability. It might be translate to “*bolehkah aku pergi ?*” to more appropriate. So, the rater gave scores 2 on thus translation.

(3) Low Readability

In this level, the translation of the target language is difficult to be understood. There is no data found that belongs to low readability.

3.3 DISSCUSSION

After analyzing the data above, the researcher presents some findings. The researcher analyzes the subtitling strategy of interrogative sentence and subtitling quality in *The Pursuit of Happyness* movie. The researcher finds seven subtitling strategies, there are transfer 77 data, paraphrase 53 data, condensation 20 data, deletion 13 data, imitation 12 data, trascription 8 data, decimation 5 data.

Another finding is subtitling quality, there three aspects of subtitling quality name accuracy, acceptability, and readability. In accuracy level has 141 data accurate, 46 data less accurate, 1 datum inaccurate. In acceptability level has 163 data high acceptable, 25 data less acceptable, and there is no data that belongs to low acceptable. While in the readability level, it has 177 data high readability, 11 data less readable, and there is no data found which belongs to low readable.

There are some relationship between subtitling strategy and subtitling quality. Accuracy subtitle is conquered by transfer strategy, less accuracy by conquered by paraphrase strategy, inaccurately is conquered by deletion strategy. Acceptabiity is conquered by transfer, less acceptability is conquered by paraphrase and deletion. High readability is conquered by transfer, less readability is conquered by deletion strategy.

There are differences and simillarities between previous studies with this research. It is located on the object of analyzing and the result. The object is used by Astuti (2013) is by using interrogative sentence in *Monte Carlo* movie, and she found 138 data belong to equivalent subtitling, and 12 data belong to non-equivalent subtitling. The object of analyzing also used by Akbar (2016) is by using subtitling strategy in *Revinant Movie*, and found 834 data of six subtitling strategies. However, the result of this research is all about subtitling strategy and it's quality in subtitling. The similarity of the above researches with this research is about subtitling strategy used and media used. While, the differences located in the results of the research. The researcher used the theory of Gottlieb of subtitling strategy involves, expansion, paraphrase,

condensation, decimation, imitation, transcription, dislocation, deletion and resignation. The researcher also used the three aspect of quality, namely accuracy, acceptability and readability by Nababan et.al (2012).

4. CONCLUSION

Based on the result, there are seven types of subtitling strategy that found such as; 77 data (41%) transfer strategy, 53 data (28%) paraphrase strategy, 20 data (11%) condensation strategy, 13 data (7%) deletion strategy, 12 data (6%) imitation strategy, 8 data (4%) trascription strategy, 5 data (3%) decimation strategy. The most dominant strategy in this research is transfer strategy with 77 data or 41% from 100%. While the least frequently used decimation strategy at 5 data or 3%. In subtitling quality there are found; in accuracy level has 141 data (75%) accurate, 46 data (24%) less accurate, 1 datum (2%) inaccurate. In acceptability level has 163 data (87%) high acceptable, 25 data (13%) less acceptable, and there is no data found which belongs to unacceptable. While in the readability level, it has 177 data (94%) high readability, 11 data (6%) less readable, and there is no data found to low readable. Due to the quality above, the researcher concludes that *The Pursuit of Happyness* subtitle has a good translation, especially in interrogative sentences because the subtitle dominated by accurate, acceptable, and readable level. The researcher suggests for the next researchers who would like to analyze subtitling strategies, it's good to use specific data in order to easier and faster in the research.

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